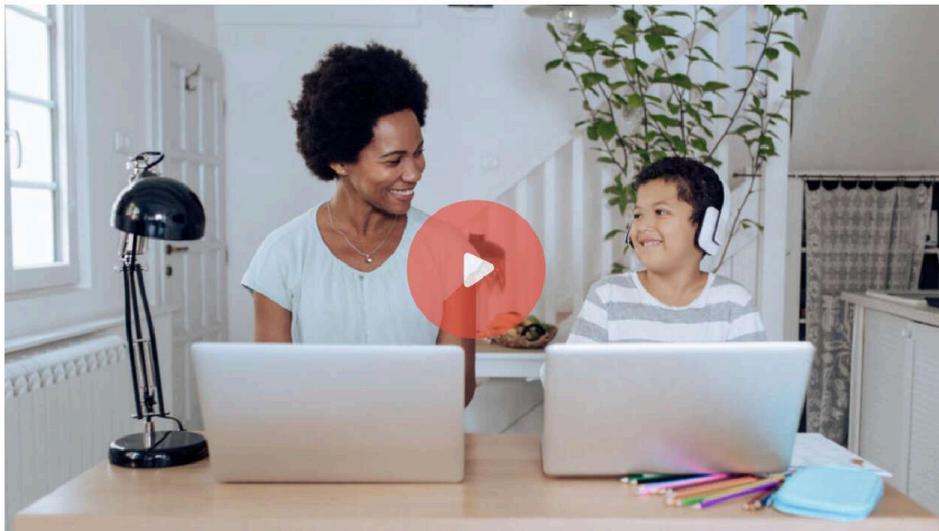


On-demand marketplace to connect Teachers/Tutors with Students/Families



theteachermarketplace.com Westport CT     Software Main Street Technology Services Marketplace

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) 12 [ASK A QUESTION](#)

Highlights

- 1 Over 7k registered teachers in under 180 days
- 2 Huge addressable market
- 3 Successful long-term biz model accelerated by COVID
- 4 Proven executive team founded by two Ivy-League twins (also fathers!)

Our Team



Nathaniel G Brogadir Co-Founder

Runs \$100mn+ eCom marketplace delivery.com

As fathers we did not see a viable solution for the current pandemic. While somewhat self fulfilling, we wanted to help both families and educators. Nothing on the market met our needs exactly. We needed to go to multiple websites to achieve our desired outcome.



Benjamin Brogadir Co-Founder

Head of Research for Odeon Capital Group

LEAD INVESTOR



Jenny Friedman

I've known Nat & Ben for quite some time now. Both of these guys hustle and execute like very few other people I've seen. Each Brogadir has led his respective organization to great success professionally, through sharp acumen and skill set across finance, business development and operations. As devoted fathers, the Brogadir brothers built TTM not only for likeminded parents looking for a quality education for their kids, but also for top educators across the world. They have garnered an impressive amount of traction in under just six months, and I couldn't be more excited to join them on this journey.



Sherrie Perkovich Head of Marketing

25 years of progressive marketing, advertising and strategic planning experience

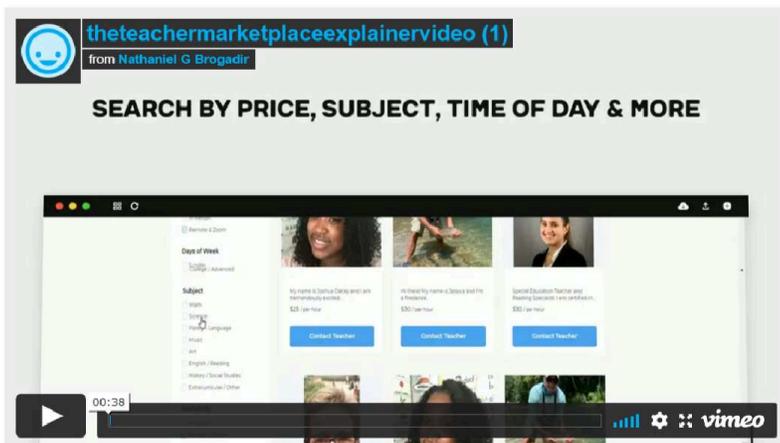
SEE MORE

Site Demo Video



Investor Presentation 2021

The on-demand site that connects teachers/tutors with families nationwide



In 180 Days....

- ✓ Fully functional platform with search algorithm
- ✓ Over 7,000 teachers registered
- ✓ Background check enabled through API partnership
- ✓ On site payment and booking
- ✓ Search and messaging functionality launched
- ✓ Referral program launched for teachers
- ✓ Core team assembled
- ✓ Educators 4 Excellence (E4E) Partnership
- ✓ NDAs with multiple large partnership platforms: babysitting, camps, etc.



Team

Nat Brogadir



- CBO of \$150mn marketplace delivery.com

Expertise:
Commercial & BD

Ben Brogadir



- Head of Research at Odeon Capital Group

Expertise:
Finance & Strategy

Simom Hasan



- Upwork Technology Executive

Expertise:
Product and Tech

Sherrie Perkovich



- Head of Marketing, Sojourn Cellars, Perk Consulting

Expertise:
Growth & Marketing

Advisors:



Evan Klein, CEO ZaeLab



Ryan Iwanski, Fmr Head of Marketing/Growth Uber/Shopways



The Problem

COVID has accelerated the need for alternative learning. Teachers are nervous and families are scrambling.

- Where can teachers go to feel safe and earn?
- Where can families go to educate their children and ensure they do not fall behind?
- This issue is global, not just in the US



August 25, 2020 | 12:29pm | Updated

The real-life struggles of distance learning, according to 5 families

By Heidi Strauss, CNN



NEWS > CORONAVIRUS > LOCAL CORONAVIRUS NEWS

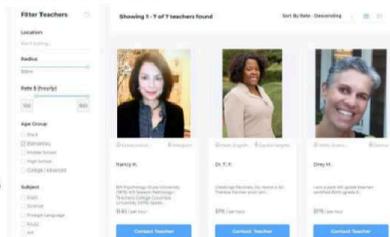


Poll: 70 percent of Granite teachers feel unsafe about back-to-school plans

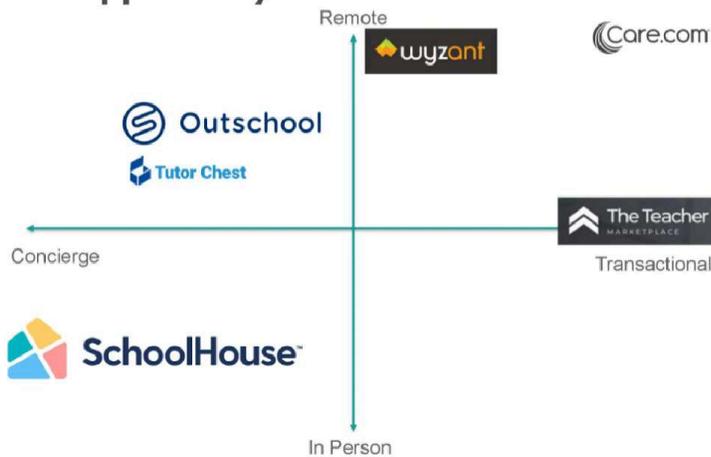


The Solution

- ✓ Easy to Access Teacher Marketplace
- ✓ Smart Algorithm with Built-in Payment & Booking Engines
- ✓ Teacher keeps 100% of wage + they do not pay fees
 - ✓ This attracts a pool of experienced and background checked teachers
- ✓ Establish a non-profit connection to give back to the educational community
- ✓ Verified teachers and background checked teachers
- ✓ Vast search capability
 - ✓ Grade
 - ✓ Subject
 - ✓ Location
 - ✓ Time of day
 - ✓ Day of week
 - ✓ Willingness to relocate
- ✓ Referral program for teachers



The Opportunity



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Partnerships



- ✓ Leveraging sitter sites like UrbanSitter to tap into new family audience
- ✓ Revenue share partnership forming 2021
- ✓ Social influencers/experts like Melissa Rifkin (400k followers) to refer us traffic
- ✓ Referral code launching 2021

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The Vision

- ✓ Develop App in 2021
- ✓ Proprietary video conference API channel with recording
- ✓ New Verticals: Speech Therapy, Sports Training, Physical Education, Extracurriculars, Chess, Robotics
- ✓ Cross collaboration with other Family Oriented Services:
 - ✓ Babysitting sites
 - ✓ Kids camps
 - ✓ Children's books
 - ✓ Family bloggers and websites
- ✓ Develop our own API and white label solution
- ✓ Continue to develop on-demand learning model with high quality teachers

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Revenue Model / Business Model

	2021	2022	2023	2024	2025
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# of teachers	5,000	10,000	20,000	30,000	50,000
bookings per month	1	1.5	2	2.5	3
avg. booking AOV	\$40	\$45	\$50	\$55	\$60
TTM take rate	10%	11%	12%	13%	14%
Revenue	\$240,000	\$891,000	\$2,880,000	\$6,435,000	\$15,120,000



*The above section shows forward-looking projections that are not guaranteed.

Use of Proceeds

Technology – app and API dev	\$100k
Marketing – CAC/LTV	\$100k
Staffing – Tech	\$50k
TOTAL	\$250k

